

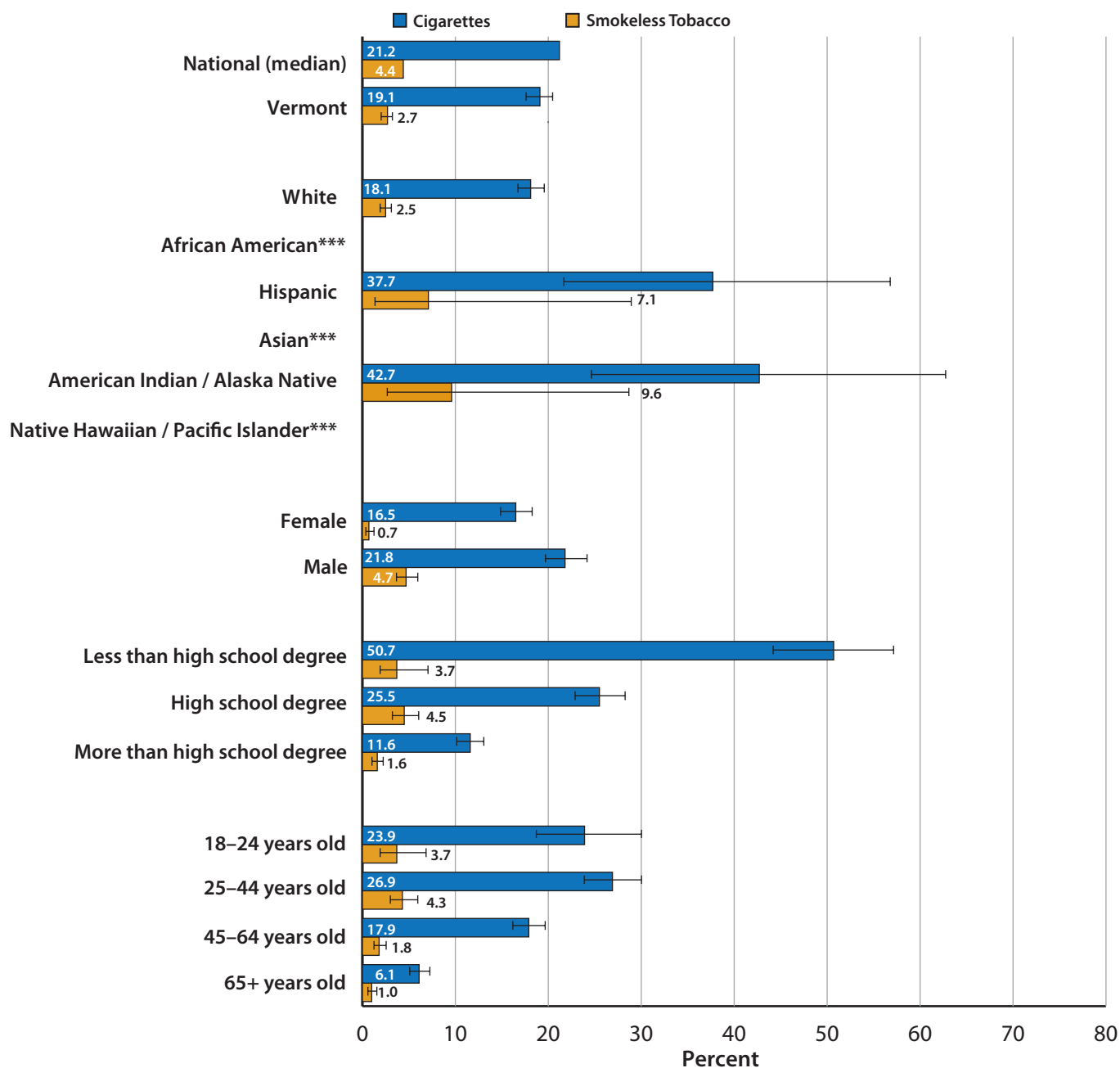
## Monitor

### Adult Current Cigarette/Smokeless Tobacco Use

In Vermont, the percentage of adults (ages 18+) who currently smoke cigarettes was 19.1% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Vermont ranked 11<sup>th</sup> among the states.

The percentage of adults who currently use smokeless tobacco was 2.7% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Vermont ranked 12<sup>th</sup> among the states.

#### Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



\*\*\* Sample size <50

Source: Behavioral Risk Factor Surveillance System, 2011

# VERMONT

## Youth Current Cigarette/Smokeless Tobacco/Cigar Use

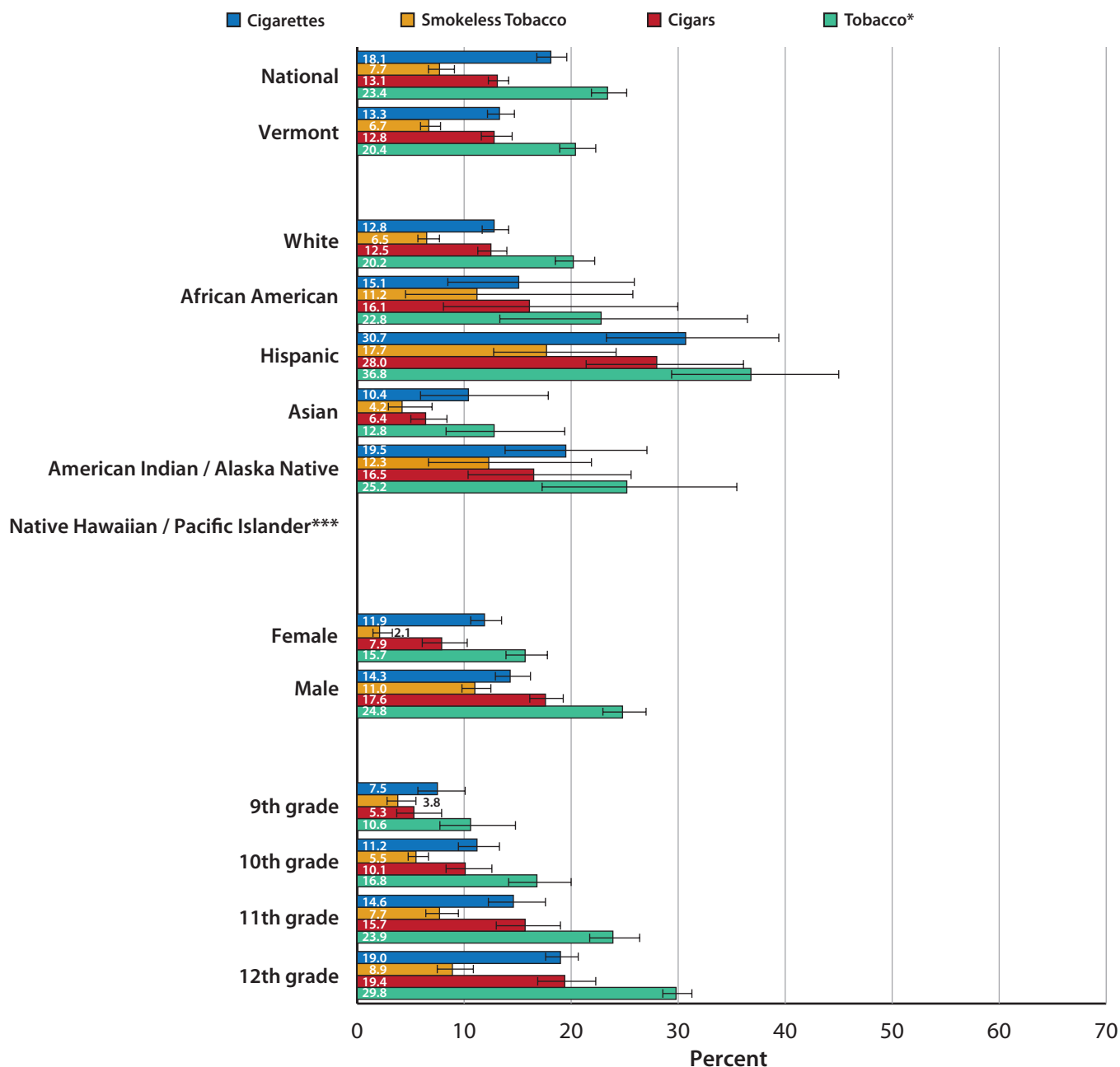
In Vermont, the percentage of youth in grades 9-12 who currently smoke cigarettes was 13.3% in 2011. The range across 44 states was 5.9% to 24.1%. Vermont ranked 7<sup>th</sup> among 44 states.

The percentage of youth who currently use smokeless tobacco was 6.7% in 2011. The range across 40 states was 3.5% to 16.9%. Vermont ranked 9<sup>th</sup> among 40 states.

The percentage of youth who currently smoke cigars was 12.8% in 2011. The range across 37 states was 5.0% to 18.3%. Vermont ranked 11<sup>th</sup> among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 20.4% in 2011. The range across 36 states was 7.8% to 31.9%. Vermont ranked 11<sup>th</sup> among 36 states.

### Tobacco Use among High School Students by Demographic Characteristics



\* Cigarettes, smokeless tobacco, and/or cigars

\*\*\* Sample size <100

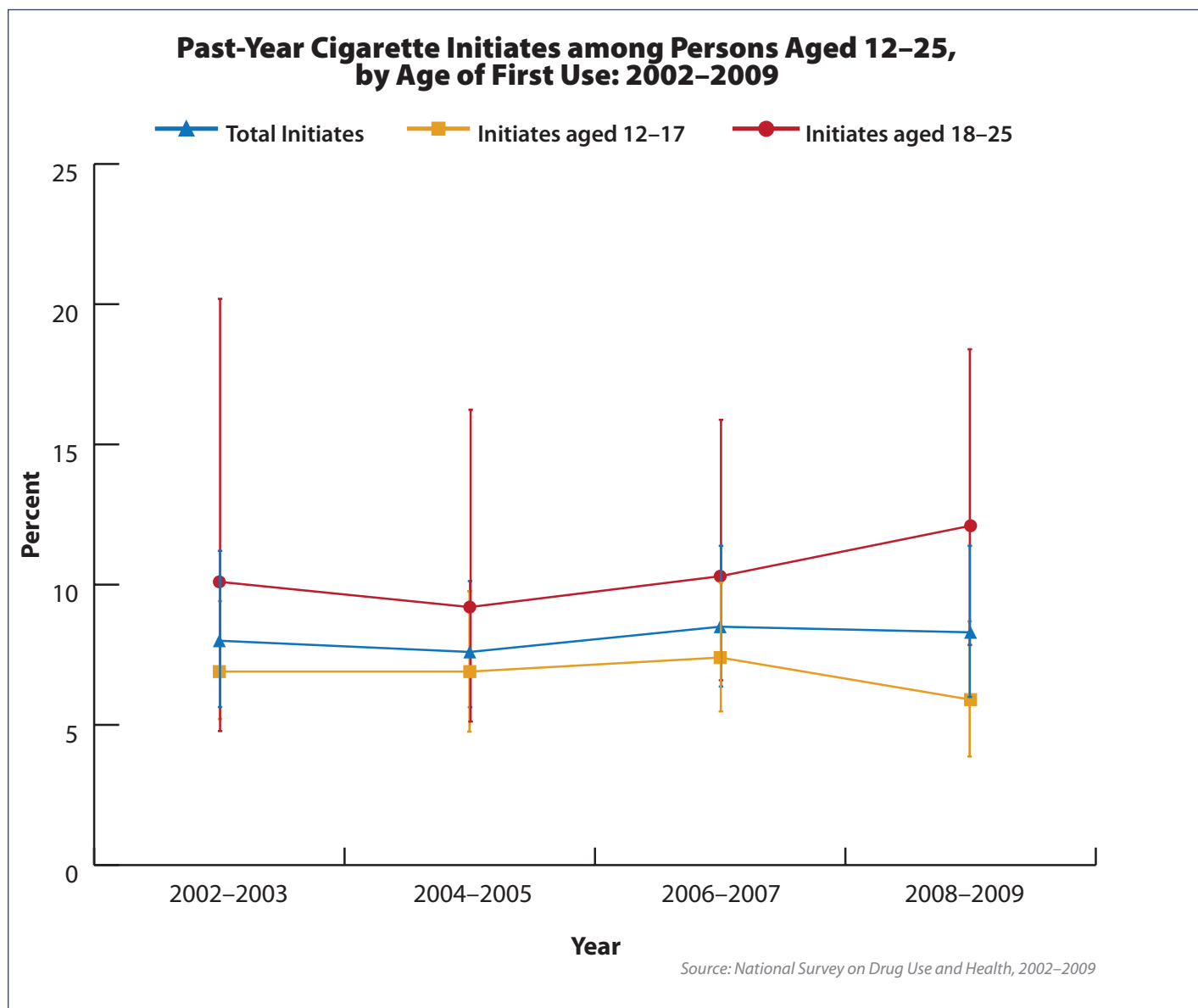
Source: Youth Risk Behavior Survey, 2011

# VERMONT

## Past-Year Cigarette Initiation

In 2008-2009, of all Vermont youth ages 12-17 who had never smoked, 5.9% smoked a cigarette for the first time in the past year. This ranked 25<sup>th</sup> in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 12.1% smoked a cigarette for the first time in 2008-2009. This ranked 49<sup>th</sup> in the nation, with a range of 4.2%–14.7% among the states.



Protect

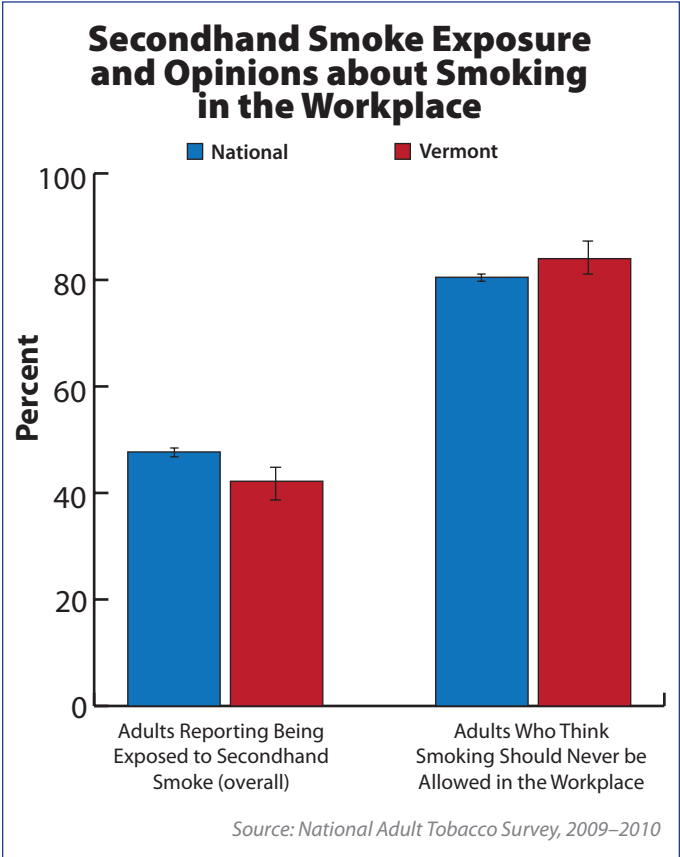
Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in Vermont than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Vermont was 42.2%, ranking 11<sup>th</sup> among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Vermont adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Exposure to Secondhand Smoke				
Overall	Workplaces	Homes	Vehicles	Public Places
42.2%	17.9%	11.9%	17.3%	23.6%

Source: National Adult Tobacco Survey, 2009–2010

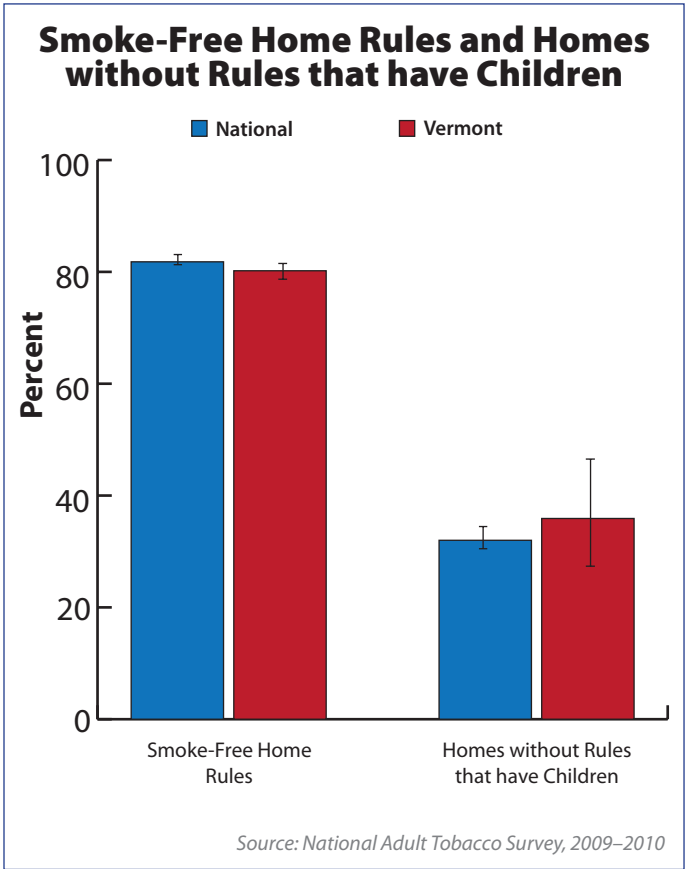


Opinions about Smoking in the Workplace

In 2009-2010, 84.0% of adults in Vermont thought that smoking should never be allowed in indoor workplaces, ranking 12<sup>th</sup> among the states.

Smoke-Free Home Rules

In 2009-2010, 80.2% of adults in Vermont reported that their homes had smoke-free home rules, ranking 30<sup>th</sup> among the states. The percentage of homes without smoke-free home rules with children living in them was 35.9%, ranking 39<sup>th</sup> among the states.







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## State Smoke-Free Policy

As of June 30, 2012, Vermont had a smoke-free law that prohibits smoking in indoor areas of workplaces, restaurants, and bars. The state allowed communities to enact local smoke-free laws.

### Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
 Yes	 Yes	 Yes	 Yes

\* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

<sup>a</sup> Allowed for non-hospitality workplaces.

<sup>b</sup> Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

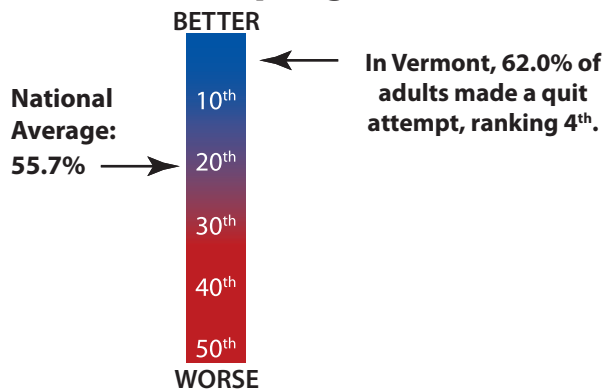
Source: STATE System, June 2012

## Offer

### Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 62.0% of Vermont adult smokers made a quit attempt in the past year, ranking 4<sup>th</sup> among the states.

#### Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

### Quitline Utilization

In 2010, the Vermont quitline received 3,386 calls, and 1,536 tobacco users (an estimated 1.8% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

### Medicaid Coverage for Counseling and Medications




In 2010, Vermont's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Vermont provided full coverage for all nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and partial coverage for counseling (individual and/or group).

#### Medicaid Coverage for Counseling and Medications

##### Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
 Yes	 Yes	 Yes	<b>Partial<sup>a</sup></b>

<sup>a</sup> Pregnant women only

<sup>b</sup> Fee-for-service only

<sup>c</sup> Available only via the quitline

Note: Not all footnotes may be used.

Source: Halpin, et al, 2011

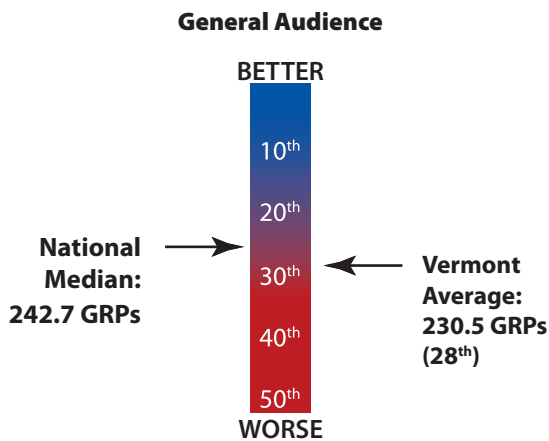
# VERMONT

## Warn

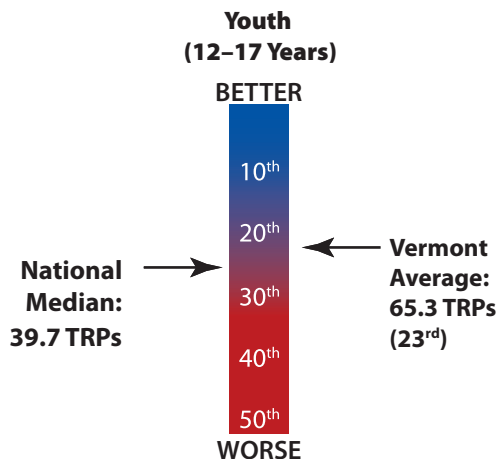
### Tobacco Counter-Marketing Media Intensity

CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Vermont had an average of 230.5 general audience GRPs and 65.3 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

#### Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



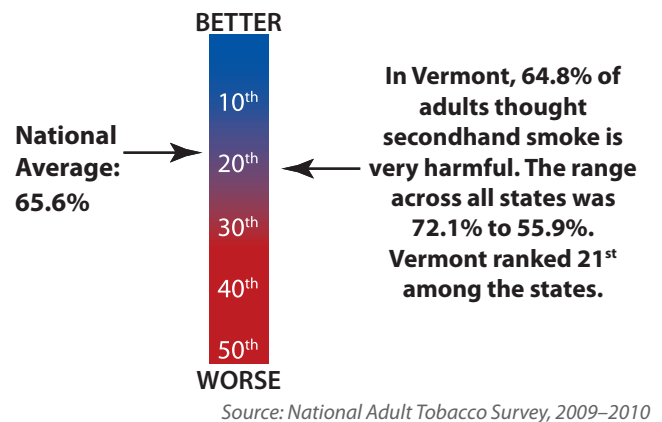
#### Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter



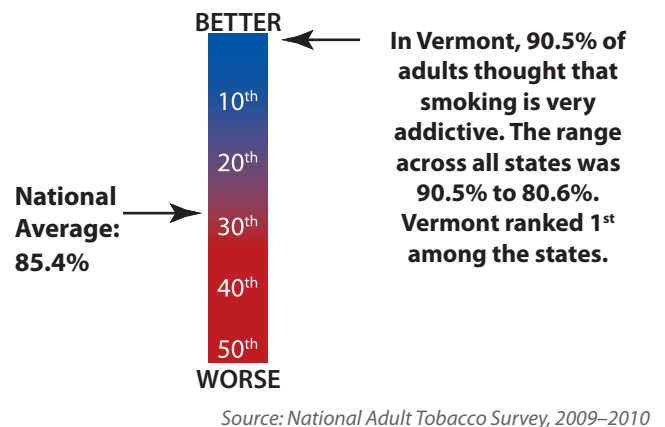
### Knowledge of the Dangers of Tobacco

In Vermont, 64.8% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 90.5% thought that cigarette smoking is very addictive.

#### Secondhand Smoke



#### Addictiveness of Smoking





## Enforce

### State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Vermont allowed local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

#### State Allows Local Laws





Promotion	Sampling	Display
 Yes	 Yes	 Yes

Source: STATE System, June 2012

### Over-the-Counter Retail Licensure

As of June 30, 2012, Vermont required all establishments selling cigarettes and smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

#### Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	\$10.00	 Yes <sup>a</sup>	 Yes <sup>b</sup>	 Yes

<sup>a</sup> Annually

<sup>b</sup> Misdemeanor: Fine

Note: Not all footnotes may be used.

Source: STATE System, June 2012

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Vermont was \$2.62 per pack, ranking 7<sup>th</sup> among the states. The tax on cigars was \$2.00 per cigar, and for little cigars the tax was \$2.62 per pack of 20. The tax on smokeless tobacco was 92% of the wholesale price with snuff taxed individually at \$1.87 per ounce.

Price Paid for Last Cigarettes Purchased

In Vermont, 79.7% of adult smokers bought their last cigarettes by the pack, and 20.3% bought them by the carton in 2009-2010. The average price that Vermont smokers reported paying for their last pack of cigarettes was \$6.67 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Vermont smokers reported paying for their last carton of cigarettes was \$46.15 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

